

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-06 RSC-01 DRC-01 /021 W

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R 211000Z OCT 74

FM AMCONSUL ZAGREB

TO SECSTATE WASHDC 2771

USDOC WASHDC

INFO AMEMBASSY BERN

AMCONSUL ZURICH

AMEMBASSY VIENNA

AMEMBASSY BELGRADE

UNCLAS ZAGREB 0960

FROM MISSION DIRECTOR WILSON

EO 11652: N/A

TAGS : BEXP, YO

SUBJECT : ENVIRONMENTAL PROTECTION EQUIPMENT TRADE MISSION

SUMMARY: MISSION ENDED IN ZAGREB OCTOBER 18 AFTER STRENUOUS WEEK OF VISITS TO BELGRADE, SARAJEVO AND ZAGREB/LJUBLJANA. POOR AIRLINE CONNECTIONS TO AND FROM SARAJEVO MADE VISIT THERE ONEROUS AND CROWDED REST OF SCHEDULE. IN GENERAL, WHILE YUGO-SLAVS ARE INTERESTED IN AIR AND WATER POLLUTION CONTROL, TRANSLATION OF THIS INTEREST INTO SUBSTANTIAL PURCHASES OF GOODS AND TECHNOLOGY MAY HAVE TO AWAIT PASSAGE OF STRICTER ENVIRONMENTAL LEGISLATION. NEVERTHELESS, MISSION MEMBERS GENERALLY ACHIEVED THEIR OBJECTIVES. BY AND LARGE, ADVANCE WORK AND EMBASSY AND CONGEN SUPPORT WAS EXCELLENT AND INDISPENSABLE. END SUMMARY

1. MISSION ARRIVED IN BELGRADE ON SCHEDULE SUNDAY AND WAS MET AND BRIEFED BY EMBASSY'S ECONOMIC AND COMMERCIAL COUNSELOR, ASSISTANT COMMERCIAL ATTACHE, AND LOCAL COMMERCIAL ASSISTANT. NEXT MORNING'S MEETING WITH SERBIAN CHAMBER OF ECONOMY WAS WELL ATTENDED AND LED TO MANY USEFUL INDIVIDUAL APPOINTMENTS. LUNCHEON HOSTED BY AMABASSADOR TOON PROVIDED OPPORTUNITY TO MEET INFLUENTIAL BUSINESS AND GOVERNMENT OFFICIALS.

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2. ON FOLLOWING DAY, SOME INDIVIDUAL APPOINTMENTS WERE ACCOMPLISHED PRIOR TO EARLY AFTERNOON DEPARTURE BY TRAIN FOR SEVEN-HOUR RIDE TO SARAJEVO. NEXT MORNING THE BOSNIA-HERCEGOVINA CHAMBER OF ECONOMY HOSTED SESSION SIMILAR TO THAT IN BELGRADE. CHAMBER HAD TAKEN PAINS TO INVITE BUSINESS AND UNIVERSITY OFFICIALS INTERESTED IN PRODUCT LINE OFFERED BY MISSION MEMBERS.

RESULTS

IN TERMS OF PRODUCTIVE INDIVIDUAL APPOINTMENTS, HOWEVER, WERE LESS THAN HOPED FOR. LUNCHEON WAS HOSTED BY DCM MILLER.

3. OBVIOUS AIR POLLUTION IN SARAJEVO RESULTS FROM TRIPLING OF CITY'S POPULATION IN 20 YEARS TO 300,000 IN AN AREA HEMMED IN BY MOUNTAINS. MISSION ESTABLISHED CLOSE RELATIONSHIP WITH SENIOR OFFICIAL OF ENERGOINVEST, YUGOSLAVIA'S EIGHTH LARGEST FIRM, WHICH IS WORKING ON SARAJEVO'S POLLUTION CONTROL PROJECT FOR WHICH IBRD FUNDING IS UNDER ACTIVE CONSIDERATION. VICE PRESIDENT OF CITY ASSEMBLY JANCIC INFORMED GROUP AT LUNCHEON THAT SARAJEVO TEAM IS CURRENTLY IN WASHINGTON FOR TALKS WITH IBRD.

4. DEPARTURE OF EARLY MORNING FLIGHT TO ZAGREB WAS DELAYED THREE HOURS BY HEAVY FOG. ON ARRIVAL ZAGREB, MEMBERS THEREFORE PROCEEDED DIRECTLY IN SMALL GROUPS TO SIX SITE VISITS. THESE WERE SET UP BY CONGEN AND CORRESPONDED NICELY TO INTERESTS OF MEMBERS WHO WELCOMED OPPORTUNITY TO MEET WITH POTENTIAL END-USERS OF THEIR PRODUCTS.

5. ON LAST DAY, FOUR MEMBERS OF MISSION VISITED TECHNOLOGICAL FACULTY OF THE UNIVERSITY OF ZAGREB. ATTENDANCE OF AROUND 50 EXCEEDED EXPECTATIONS AND INCLUDED MAINLY INDUSTRY REPRESENTATIVES. LUNCHEON HOSTED BY CONSUL VON DEN STEINEN MADE VERY USEFUL CONTRIBUTION.

6. THREE MEMBERS OF THE MISSION DROVE TO LJUBLJANA FOR SIMILAR PROGRAM WHICH WENT VERY SMOOTHLY. CONTACTS WERE MADE WITH ISKRA, ONE OF YUGOSLAVIA'S LARGEST FIRMS. GROUP CONSIDERED THIS VISIT THE MOST PRODUCTIVE STOP OF THE ENTIRE MISSION.

7. INDIVIDUAL MEMBERS OF MISSION PROCEEDED TO GRAZ WHERE THEY UNCLASSIFIED

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ARE AMONG 20 AMERICAN EXHIBITORS IN TRADE FAIR PROJECKT 2000. IT IS EXPECTED THAT MANY OF ZAGREB AND LJUBLJANA CONTACTS WILL VISIT GRAZ TO PURSUE INITIAL CONTACTS. MISSION DIRECTOR PROMOTED THIS IN ALL FORUMS.

8. WHILE IT IS CLEAR THAT THERE IS GENUINE INTEREST IN AIR AND WATER POLLUTION CONTROL IN YUGOSLAVIA, IT IS LESS CLEAR WHETHER THIS INTEREST WILL BE TRANSLATED INTO ACTUAL PURCHASES IN CON-

SIDERABLE VOLUME OF THE EQUIPMENT AND/OR TECHNOLOGY MISSION MEMBERS HAVE TO OFFER. FIRMS REPRESENTED ON MISSION MAY BE TOO SMALL FOR JOINT VENTURES. COMPLEXITY OF YUGOSLAV AGENCY/DIS-TRIBUTOR SYSTEM MAY DETER SOME MEMBERS. NEVERTHELESS, ALL MEMBERS CONSIDER VISIT TO YUGOSLAVIA A USEFUL EXPERIENCE. IF AND WHEN YUGOSLAVIA PASSES STRICTER ENVIRONMENTAL LEGISLATION, CONTACTS ESTABLISHED COULD PAY OFF HANDSOMELY.

9. IN PLANNING FUTURE ENVIRONMENTAL TRADE MISSIONS, ACCOUNT SHOULD BE TAKEN OF RELATIVELY LOW LEVEL OF YUGOSLAV TECHNOLOGY. ONE APPROACH WOULD BE TO ORGANIZE MISSIONS BY INDUSTRY ON A VERTICAL BASIS. TECHNICAL SEMINARS COULD PLAY AN IMPORTANT PART. GOOD POSSIBILITIES EXIST IN YUGOSLAVIA IN FOLLOWING FIELDS: ALUMINUM, COPPER, AND PULP AND PAPER.

10. CONSIDERING LIMITATIONS STEMMING FROM RELIANCE ON NON-SPECIALIZED CHAMBERS OF ECONOMY, ADVANCE WORK AND FOREIGN SERVICE ASSISTANCE WAS GENERALLY EXCELLENT. THIS MEANT USEFUL PROCESS OF SCREENING OF APPOINTMENTS, ASSEMBLING WTDR'S OR DIRECTORY INFORMATION COULD NOT BE ACCOMPLISHED. ALSO LACK OF OFFICIAL MOTOR TRANSPORTATION WAS A MAJOR PROBLEM, ESPECIALLY IN SARAJEVO, WHERE, IF PLANE HAD NOT BEEN DELAYED BY FOG, ABSENCE OF TAXIS WOULD HAVE CAUSED MISSION TO MISS PLANE AND MISS OUT ON THE EXCELLENT ZAGREB SCHEDULE. MISSION ESPECIALLY GRATEFUL FOR SUPPORT AT ALL LEVELS BY EMBASSY AND CONGEN. MISSION MEMBER WHO SERVED ON TWO OTHER MISSIONS SAID THIS ONE WAS THE BEST RUN.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 21 OCT 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974ZAGREB00960
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740300-0726
From: ZAGREB
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741029/aaaaayfc.tel
Line Count: 143
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 05 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <05 MAR 2002 by chappeld>; APPROVED <22 MAY 2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: : ENVIRONMENTAL PROTECTION EQUIPMENT TRADE MISSION SUMMARY: MISSION ENDED IN ZAGREB OCTOBER 18 AFTER STRENUOUS
TAGS: BEXP, YO
To: STATE COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005